

HCS HB 679 -- ALCOHOL TRADE PRACTICES

SPONSOR: Redmon

COMMITTEE ACTION: Voted "Do Pass with HCS" by the Special Committee on Small Business by a vote of 12 to 0. Voted "Do Pass" by the Committee on Rules - Administrative Oversight by a vote of 14 to 0.

This bill expands the provisions of Section 311.070, RSMo, by adding items to the list of temporary point-of-sale advertising materials. The bill increases the total value of product displays that a distiller, wholesaler, winemaker, or brewer may give or sell to retail businesses from \$300 to \$500 and the total value of all permanent point-of-sale advertising materials provided to a retail business from \$500 to \$800, excluding the replacement of similar materials. The bill also reduces the record keeping requirement for point-of-sale advertising materials provided to retailers from three years to two years. This bill makes changes to the provisions regulating the dispensing accessories that may be loaned, given, rented or sold to retail licensees. The bill also sets out the circumstances under which a distiller, wholesaler, winemaker, or brewer may sell non-refrigeration merchandise with a logo to a retailer.

PROPONENTS: Supporters say that this bill updates and modernizes the statute regarding liquor advertising, dispensing equipment, and temporary point-of-sale merchandise.

Testifying for the bill were Representative Redmon; Missouri Retailers Association; Missouri Grocers Association; Anheuser-Busch, LLC; Southern Glaziers Distributor; and Missouri Beer Wholesalers Association.

OPPONENTS: Those who oppose the bill say that some of the provisions of this bill gives large purchasers an advantage that small retailers do not get. There is no regulation of the term "at cost" and this information should be posted on the Internet.

Testifying against the bill were Missourians For Fair Competition, LLC; Missouri Petroleum Marketers & Convenience Store Association; and Randalls Wines & Spirits.